

Bottega Verde Srl in Beauty and Personal Care (Italy)

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Abstracts

Bottega Verde has been establishing a strong presence in Italy thanks to its multichannel activities that include catalogue and phone sales, as well as franchising stores and internet channel. The main company focus at present is harmonising all the different channels so as to make sure one channel does not jeopardise sales in the other. Bottega Verde is very strong at maintaining customers' engagement with newsletters, phone calls as well as mailing activity, and has been able to come out with...

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